



File with: Seattle City Clerk
PO BOX 94728
Seattle, WA 98124-4728
Questions: (206) 684-8500
(206) 615-1248
polly.grow@seattle.gov

SEEC FORM

F-1

(7/18)

SEEC
DOLLAR
CODE

AMOUNT

(1)	\$0	--	\$999
(2)	\$1,000	--	\$4,999
(3)	\$5,000	--	\$9,999
(4)	\$10,000	--	\$24,999
(5)	\$25,000	--	\$99,999
(6)	\$100,000	--	\$199,999
(7)	\$200,000	--	\$999,999
(8)	\$1,000,000	--	\$4,999,999
(9)	\$5,000,000 or more		

**PERSONAL
FINANCIAL
AFFAIRS
STATEMENT**

Deadlines: Incumbent elected and appointed officials -- by April 15.
Candidates and others -- within two weeks of becoming a candidate or being newly appointed to a position.

SEND REPORT TO Seattle City Clerk

"immediate family" means: (a) a spouse or domestic partner, or (b) a parent, parent of a spouse or domestic partner, sibling, uncle, aunt, cousin, niece or nephew, if that person either resides with or is a dependent on the Covered Individual's most recently filed federal income tax return. SMC 4.16.080

Last Name PEDERSEN	First ALEX	Middle Initial	Names of immediate family members. If there is no reportable information to disclose for dependent children, or other dependents living in your household, do not identify them. Do identify your spouse or domestic partner. LINDSAY PEDERSEN (spouse) OUR CHILDREN - LUKE AND KATE
Mailing Address (Use PO Box or Work Address) * PO Box 15235			
City SEATTLE	County KING	Zip + 4 98115	
Filing Status (Check only one box.) <input type="checkbox"/> An elected or appointed official filing annual report <input type="checkbox"/> Final report as an elected official. Term expired: _____ <input checked="" type="checkbox"/> Candidate running in an election: month AUG/NOV year 2019 <input type="checkbox"/> Newly appointed to an elective office			Office Held or Sought Office title: CITY COUNCIL MEMBER Position number: 4 Term begins: JAN 2020 ends: DEC 2023

1 INCOME List each employer, or other source of income (pension, social security, legal judgment, etc.) from which you or an immediate family member, received compensation, in any form, of \$2,400 or more during the period. Include stock options received during the reporting period that had a value of more than \$2,400.
(Report interest and dividends in Item 3.)

Show Self (S) Spouse (SP/DP) Dependent (D)	Name and Address of Employer or Source of Compensation	Occupation or How Compensation Was Earned	Amount: (Use Code)
S	CBRE AFFORDABLE HOUSING 1420 5th AVE, SEATTLE, WA 98101	MANAGER OF FINANCIAL ANALYSTS	(6) 7
SP	IRONCLAD BRAND STRATEGY (spouse) 1817 QUEEN ANNE AVE N SEATTLE, WA 98109	OWNER OF SINGLE MEMBER LLC BRAND STRATEGY	() 6 () ()
Check Here <input type="checkbox"/> if continued on attached sheet			

2 REAL ESTATE List street address, assessor's parcel number, or legal description AND county for each parcel of Washington real estate with value of over \$12,000 in which you or an immediate family member held a personal financial interest during the reporting period. (Show partnership, company, etc. real estate on F-1 supplement.)

Property Sold or Interest Divested N/A	Assessed Value (Use 1-9 Code) () ()	Name and Address of Purchaser	Nature and Amount (Use Code) of Payment or Consideration Received () ()		
Property Purchased or Interest Acquired N/A	() ()	Creditor's Name/Address	Payment Terms (eg. 20 yrs at 4.3%)	Security Given	Mortgage Amount - (Use Code) Original Current () () () ()
All Other Property Entirely or Partially Owned 2111 NE RAVENNA BLVD SEATTLE, WA 98105	() ()	WELLS FARGO MORTGAGE SEATTLE, WA	MONTHLY DEBT SERVICE	the home	(7) (7) () ()
Check here <input type="checkbox"/> if continued on attached sheet					

CONTINUE ON NEXT PAGE

3

ASSETS / INVESTMENTS - INTEREST / DIVIDENDS

List bank and savings accounts, insurance policies, stock, bonds and other intangible property (including but not limited to stock options) held during the reporting period.

A. Name and address of each bank or financial institution in which you or an immediate family member had an account over \$24,000 at any time during the report period.	Type of Account or Description of Asset	Asset Value (Use 1-9 Code)	Income Amount (Use 1-9 Code)
(1) BANK OF AMERICA, SEATTLE	(1) CHECKING, SAVINGS (JOINT, SPOUSE, SELF)	5	()
(2) JANUS FUNDS, DENVER	(2) CHECKING MONEY MKT	6	()
(3) BANK OF AMERICA, SEATTLE (SPOUSE BUSINESS)	(3) SPOUSE BUSINESS CHECKING AND SAVINGS	()	()
N/A			
C. Name and address of each company, association, government agency, etc. in which you or an immediate family member, owned or had a financial interest worth over \$2,400. Include stocks, bonds, ownership, retirement plan, IRA, notes, stock options, and other intangible property. If you or your immediate family member had decision making authority regarding individual assets/investments list each asset or investment, the value and any income amount. EXAMPLE: If you self-directed an investment account identify each stock or other asset in that account. Stock shall be reported by market value at the time of reporting.	(1) VANGUARD IRA (INDEX FUND) FOR RETIREMENT	(7)	()
	(2) VANGUARD S&P EDUCATION (INDEX FUND)	(5)	()
	(3) BONDS YET TO MATURE FOR KIDS' COLLEGE SAVINGS	(7)	()
	(4) FIDELITY IRA, SPOUSE, INDEX FUND	(7)	()
IN JALLEY FORGE, PA (2) VANGUARD (JOINT), (3) P.A. DANDSON FOR CHILDREN IN SEATTLE, WA; (4) FIDELITY FUNDS IN BOSTON, MA			

4 CREDITORS

List each creditor you or an immediate family member owed \$2,400 or more any time during the period. Do not include retail charge accounts, credit cards, or mortgages or real estate reported in Item 2.

Creditor's Name and Address	Terms of Payment (eg. 6 years at 5.25%)	Security Given	original ()	current ()
see home mortgage in item 2.			()	()

Check here ☐ if continued on attached sheet.

5 NET WORTH	Enter your estimated net worth.	Enter Dollar Amount	INCLUDES MY RETIREMENT ACCOUNTS
		\$ 944,000	

6 All filers answer questions A thru D below. If the answer is YES to any of these questions, the F-1 Supplement must also be completed as part of this report. If all answers are NO and you are a candidate or an appointee to a vacant elective office filing your initial report, no F-1 Supplement is required.

Incumbent elected officials filing an annual financial affairs report also must answer question E. An F-1 Supplement is required of these officeholders unless all answers to questions A thru E are NO.

- A. At any time during the reporting period were you and/or an immediate family member (1) an officer, director, general partner or trustee of any corporation, company, union, association, joint venture or other entity or (2) a partner or member of any limited partnership, limited liability partnership, limited liability company or similar entity including but not limited to a professional limited liability company? YES If yes, complete Supplement, Part A.
- B. Did you and/or an immediate family member have an ownership of 10% or more in any company, corporation, partnership, joint venture or other business at any time during the reporting period? YES If yes, complete Supplement, Part A.
- C. Did you and/or an immediate family member own a business at any time during the reporting period? YES If yes, complete Supplement, Part A.
- D. Did you and/or an immediate family member prepare, promote or oppose state legislation, rules, rates or standards for compensation or deferred compensation (other than pay for a currently-held public office) at any time during the reporting period? NO If yes, complete Supplement, Part B.
- E. Only for Persons Filing Annual Report. Regarding the receipt of items not provided or paid for by your governmental agency during the previous calendar year: 1) Did you, and/or an immediate family member accept a gift of food or beverages costing over \$50 per occasion? N/A or 2) Did any source other than your governmental agency provide or pay in whole or in part for you and/or an immediate family member to travel or to attend a seminar or other training? N/A If yes to either or both questions, complete Supplement, Part C.

ALL FILERS EXCEPT CANDIDATES. Check the appropriate box.

☐ I hold a local elected office. I have read and am familiar with SMC 2.04.300 regarding the use of public facilities in campaigns.

Contact Telephone: (206) 321-9067 *

Email: alexpedersen@seattle@gmail.com (work) *

Email: (Home) Optional

CERTIFICATION: I certify under penalty of perjury that the information contained in this report is true and correct to the best of my knowledge.

11/28/2018

Date

Alex Pedersen

Signature



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PO BOX 94728
Seattle, WA 98124-4728
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Polly.Grow@Seattle.gov

SEEC FORM
F-1
SUPPLEMENT
(7/18)

SUPPLEMENT PAGE

PERSONAL FINANCIAL AFFAIRS STATEMENT

PROVIDE INFORMATION FOR YOU AND ANY IMMEDIATE FAMILY MEMBERS

Last Name **PEDERSEN** First **ALEX** Middle Initial DATE **11/28/2018**

- A OFFICE HELD, BUSINESS INTERESTS:**
- Provide the following information if, during the reporting period, you or any immediate family member
- (1) were an officer, director, general partner, trustee, or 10 percent or more owner of a corporation, non-profit organization, union, partnership, joint venture or other entity; and/or
 - (2) were a partner or member of a limited partnership, limited liability partnership, limited liability company or similar entity, including but not limited to a professional limited liability company.
- Legal Name: Report name used on legal documents establishing the entity.
 - Trade or Operating Name: Report name used for business purposes if different from the legal name.
 - Position or Percent of Ownership: The office, title and/or percent of ownership held.
 - Brief Description of the Business/Organization: Report the purpose, product(s), and/or the service(s) rendered.
 - Payments from Governmental Unit: If the governmental unit in which you hold or seek office made payments to the business entity concerning which you're reporting, show the purpose of each payment and the actual amount received.
 - Payments from Business Customers and Other Government Agencies: List each corporation, partnership, joint venture, sole proprietorship, union, association, business or other commercial entity and each government agency (other than the one you seek/hold office) which paid compensation of \$12,000 or more during the period to the entity. Briefly say what property, goods, services or other consideration was given or performed for the compensation.
 - Washington Real Estate: Identify real estate owned by the business entity if the qualifications referenced below are met.

ENTITY NO. 1

Reporting For: Self ☒ Spouse ☐
Registered Domestic Partner ☐ Dependent ☐

LEGAL NAME: **CANDID SHOT PRODUCTIONS LLC**

POSITION OR PERCENT OF OWNERSHIP

TRADE OR OPERATING NAME: **same**

100%

ADDRESS: **formerly PO Box 15235, Seattle, WA 98115**

BRIEF DESCRIPTION OF THE BUSINESS/ORGANIZATION:

DEFUNCT, NO INCOME SINCE CREATION. ONLY EXPENSE WAS ANNUAL RENEWAL AND MONTHLY BANK ACCT FEES. WAS SET UP IN CASE I NEEDED AN LLC TO DO CONSULTING WORK, BUT WAS NEVER USED

PAYMENTS ENTITY RECEIVED FROM GOVERNMENTAL UNIT IN WHICH YOU SEEK/HOLD OFFICE:

Purpose of payments

N/A

Amount (actual dollars)

\$

PAYMENTS ENTITY RECEIVED FROM OTHER GOVERNMENT AGENCIES OF \$12,000 OR MORE:

Agency name:

N/A

Purpose of payment (amount not required)

PAYMENTS ENTITY RECEIVED FROM BUSINESS CUSTOMERS OF \$12,000 OR MORE

Customer name:

N/A

Purpose of payment (amount not required)

WASHINGTON REAL ESTATE IN WHICH ENTITY HELD A DIRECT FINANCIAL INTEREST (Complete only if ownership in the ENTITY is 10% or more and assessed value of property is over \$24,000. List street address, assessor parcel number, or legal description and county for each parcel):

N/A

Check here ☐ if continued on attached sheet

CONTINUE PARTS B AND C ON NEXT PAGE

FILED
CITY OF SEATTLE
18 NOV 29 11:02 AM
CITY CLERK

Name Alex Pedersen (this page 2 is entirely NOT APPLICABLE)

ENTITY NO. 2

Reporting For: Self ☐ Spouse ☐Registered Domestic Partner ☐ Dependent ☐

LEGAL NAME:

POSITION OR PERCENT OF OWNERSHIP

TRADE OR OPERATING NAME:

ADDRESS:

BRIEF DESCRIPTION OF THE BUSINESS/ORGANIZATION:

PAYMENTS ENTITY RECEIVED FROM GOVERNMENTAL UNIT IN WHICH YOU SEEK/HOLD OFFICE:

Purpose of payments

Amount (actual dollars)

\$

PAYMENTS ENTITY RECEIVED FROM OTHER GOVERNMENT AGENCIES OF \$12,000 OR MORE:

Agency name:

Purpose of payment (amount not required)

PAYMENTS ENTITY RECEIVED FROM BUSINESS CUSTOMERS OF \$12,000 OR MORE

Customer name:

Purpose of payment (amount not required)

WASHINGTON REAL ESTATE IN WHICH ENTITY HELD A DIRECT FINANCIAL INTEREST (Complete only if ownership in the ENTITY is 10% or more and assessed value of property is over \$24,000. List street address, assessor parcel number, or legal description and county for each parcel):

Check here ☐ if continued on attached sheet**B****LOBBYING:**

List persons for whom you, or any immediate family member, lobbied or prepared state legislation or state rules, rates, or standards for compensation or deferred compensation. Do not list pay from government body in which you are an elected official or professional staff member.

Person to Whom Services Rendered

Description of Legislation, Rules, Etc.

Compensation (Use Code 1-9)

()

()

()

Check here ☐ if continued on attached sheet**C****FOOD
TRAVEL
SEMINARS**

Complete this section if a source other than your own governmental agency paid for or otherwise provided all or a portion of the following items to you, your spouse, registered domestic partner or dependents, or a combination thereof: 1) Food and beverages costing over \$50 per occasion; 2) Travel occasions; or 3) Seminars, educational programs or other training.

Date
Received

Donor's Name, City and State

Brief Description

Actual Dollar
AmountValue
(Use Code 1-9)

\$

()

()

()

Check here ☐ if continued on attached sheet



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PERSONAL FINANCIAL AFFAIRS STATEMENT

PROVIDE INFORMATION FOR YOU AND ANY IMMEDIATE FAMILY MEMBERS

Last Name PEDERSEN	First ALEX	Middle Initial	DATE 11/28/2018
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A OFFICE HELD, BUSINESS INTERESTS:

Provide the following information if, during the reporting period, you or any immediate family member

- (1) were an officer, director, general partner, trustee, or 10 percent or more owner of a corporation, non-profit organization, union, partnership, joint venture or other entity; and/or
 - (2) were a partner or member of a limited partnership, limited liability partnership, limited liability company or similar entity, including but not limited to a professional limited liability company.
- Legal Name: Report name used on legal documents establishing the entity.
 - Trade or Operating Name: Report name used for business purposes if different from the legal name.
 - Position or Percent of Ownership: The office, title and/or percent of ownership held.
 - Brief Description of the Business/Organization: Report the purpose, product(s), and/or the service(s) rendered.
 - Payments from Governmental Unit: If the governmental unit in which you hold or seek office made payments to the business entity concerning which you're reporting, show the purpose of each payment and the actual amount received.
 - Payments from Business Customers and Other Government Agencies: List each corporation, partnership, joint venture, sole proprietorship, union, association, business or other commercial entity and each government agency (other than the one you seek/hold office) which paid compensation of \$12,000 or more during the period to the entity. Briefly say what property, goods, services or other consideration was given or performed for the compensation.
 - Washington Real Estate: Identify real estate owned by the business entity if the qualifications referenced below are met.

ENTITY NO. 1

Reporting For: Self ☐ Spouse ☒

Registered Domestic Partner ☐ Dependent ☐

LEGAL NAME: **LCP CONSULTING LLC d.b.a. IRONCLAD BRAND STRATEGY**

POSITION OR PERCENT OF OWNERSHIP

TRADE OR OPERATING NAME:

spouse is 100%, sole member LLC

ADDRESS: **IRONCLAD BRAND STRATEGY**

ADDRESS: **1817 QUEEN ANNE AVE N, SEATTLE, WA 98109**

BRIEF DESCRIPTION OF THE BUSINESS/ORGANIZATION:

spouse owns this small business entirely and it/she provide BRAND STRATEGY to organizations.

PAYMENTS ENTITY RECEIVED FROM GOVERNMENTAL UNIT IN WHICH YOU SEEK/HOLD OFFICE:
Purpose of payments

Amount (actual dollars)

N/A

\$

PAYMENTS ENTITY RECEIVED FROM OTHER GOVERNMENT AGENCIES OF \$12,000 OR MORE:
Agency name:

Purpose of payment (amount not required)

N/A

PAYMENTS ENTITY RECEIVED FROM BUSINESS CUSTOMERS OF \$12,000 OR MORE
Customer name:

Purpose of payment (amount not required)

AVALARA, CORNERSTONE, CROWD COW, COURSE HERO, DRINK TANKS, THE GUILD, KADIMA, WOO COMMERCE

BRAND STRATEGY

WASHINGTON REAL ESTATE IN WHICH ENTITY HELD A DIRECT FINANCIAL INTEREST (Complete only if ownership in the ENTITY is 10% or more and assessed value of property is over \$24,000. List street address, assessor parcel number, or legal description and county for each parcel):

N/A

Check here ☐ if continued on attached sheet

CONTINUE PARTS B AND C ON NEXT PAGE

Name Alex Pedersen (this page 2 is entirely NOT APPLICABLE)

ENTITY NO. 2

Reporting For: Self ☐ Spouse ☐

Registered Domestic Partner ☐ Dependent ☐

LEGAL NAME:

POSITION OR PERCENT OF OWNERSHIP

TRADE OR OPERATING NAME:

ADDRESS:

BRIEF DESCRIPTION OF THE BUSINESS/ORGANIZATION:

PAYMENTS ENTITY RECEIVED FROM GOVERNMENTAL UNIT IN WHICH YOU SEEK/HOLD OFFICE:

Purpose of payments

Amount (actual dollars)

\$

PAYMENTS ENTITY RECEIVED FROM OTHER GOVERNMENT AGENCIES OF \$12,000 OR MORE:

Agency name:

Purpose of payment (amount not required)

PAYMENTS ENTITY RECEIVED FROM BUSINESS CUSTOMERS OF \$12,000 OR MORE

Customer name:

Purpose of payment (amount not required)

WASHINGTON REAL ESTATE IN WHICH ENTITY HELD A DIRECT FINANCIAL INTEREST (Complete only if ownership in the ENTITY is 10% or more and assessed value of property is over \$24,000. List street address, assessor parcel number, or legal description and county for each parcel):

Check here ☐ if continued on attached sheet

B

LOBBYING:

List persons for whom you, or any immediate family member, lobbied or prepared state legislation or state rules, rates, or standards for compensation or deferred compensation. Do not list pay from government body in which you are an elected official or professional staff member.

Person to Whom Services Rendered	Description of Legislation, Rules, Etc.	Compensation (Use Code 1-9)
		()
		()
		()

Check here ☐ if continued on attached sheet

C

**FOOD
TRAVEL
SEMINARS**

Complete this section if a source other than your own governmental agency paid for or otherwise provided all or a portion of the following items to you, your spouse, registered domestic partner or dependents, or a combination thereof: 1) Food and beverages costing over \$50 per occasion; 2) Travel occasions; or 3) Seminars, educational programs or other training.

Date Received	Donor's Name, City and State	Brief Description	Actual Dollar Amount	Value (Use Code 1-9)
			\$	()
				()
				()

Check here ☐ if continued on attached sheet